

April**Objectives:**

- **Introduce Career Zone concept to Union and Staff**
- **Understand demand for service offerings via regional and headquarters staff focus groups**
- **Design and produce posters to be posted in Front to Back Training, as well as Human Resources and SFA University**

*Sun**Mon**Tue**Wed**Thu**Fri**Sat***1****2****3****4**

Send email to San
Fran staff re. focus
group

5

Storyboard
presentation to union

6**7****8****9****10**

San Fran focus group

11**12****13****14****15****16**

CZ logo ready

17**18****19****20****21****16****23****24****25****26****27****28**

Prepare May InStep
Article with request
for course suggestions

29**30**

Have poster design
ready to include with
Front to Back
materials

Outcomes:

- **Buy-in from Union**
- **Staff input in determining service offerings**

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May**Objectives:**

- Complete staff focus groups and solicit input through InStep article
- Introduce concept to Sr. Leadership
- Design and produce marketing materials to post in headquarters and regions
- Conduct career and transition counseling outreach to impacted staff

*Sun**Mon**Tue**Wed**Thu**Fri**Sat*

InStep Article:
Intro concept/
Request course
suggestions

1**2****3**

Storyboard
presentation to Sr.
Leadership

4**5****6****7****8****9****10****11****12****13****14****15***Front to Back Starts***16****17****18****19****20****21**

Have flyers ready to
place in headquarters
and regions

22**23**

Career/Transition
counseling
presentation to
impacted staff

24**25****26****27****28**

Prepare June Instep
article re. career
counseling

29**30****31****Outcomes:**

- Awareness of Career Zone brand among all staff
- Buy-in from Sr. Leadership
- Fully operational career and transition counseling services
- Impacted employees are utilizing career and transition counseling
- RCI (career counseling contractor) is on board and fully oriented

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June

Objectives:

- Promote career counseling services through InStep article
- Announce curriculum (courses, brown bags and professional development tools)
- Plan logistics for Road Shows to regions and headquarters

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	InStep Article: Spotlight on Career Counseling				1	2
3	4 Contact Union and Regional mgrs re. Road Shows	5 Begin planning for Road Shows	6	7	8	9
10	11 Set up C Zone site on SFA Net	12	13	14	15	16
17	18 Email to Union re. curriculum	19	20	21 Brief Sr. Leadership re. curriculum	22	23
24	25 Prepare July InStep article re. curriculum	26 Post curriculum on SFA Net	27 Email from Greg re. curriculum sent to all SFA staff	28	29	30

Outcomes:

- Additional employees are utilizing career counseling
- Curriculum introduced to all staff and information available on SFA Net
- Road Shows planned to start following month

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July**Objectives:**

- **Kick off road shows**
- **Announce course schedule and registration process**

*Sun**Mon**Tue**Wed**Thu**Fri**Sat***1****2**

**InStep
Article:**
Overview of
curriculum

3**4****5****6****7****8****9**

Have "leave behinds"
ready

10

Send email re. Road
Shows to HQ and first
regions

11**12****13****14****15****16**

Email re. registration
for course offerings
& post course
offerings schedule on
SFA Net

17**18**

Flyers re. registration

19**20****21****22****23**

ROAD SHOWS
START!

24

Boston

25

New York

26

Philadelphia

27**28****29****30**

Prepare August
InStep Article re.
registering for course
offerings

31**Outcomes:**

- **Road shows conducted for several regions**
- **All courses offerings open for staff registration**
- **Staff have accessed courses and/or brown bags**

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August**Objectives:**

- Celebrate success and continue to promote course offerings to increase staff utilization
- Complete road shows to headquarters and continue road shows to regions

*Sun**Mon**Tue**Wed**Thu**Fri**Sat*

InStep Article:
Course
Registration

1

HQ: Fin Ptrs

2HQ: CIO
HQ: CFO**3****4****5****6**

HQ: COO/Ent Svcs

7**8**

Atlanta

9**10****11****12****13**

Seattle

14

San Fran

15**16**

Denver

17**18****19****20****21****22****23****24****25****26****27**Prepare September
InStep article re.
success stories**28**

Dallas

29**30**

KC

31**Outcomes:**

- Increase regional and headquarters staff utilization of Career Zone
- Road shows to headquarters completed
- Additional staff have accessed courses and/or brown bags

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September

Objectives:

- **Announce Grand Opening in new building and plan logistics**
- **Complete Road Shows to regions**

*Sun**Mon**Tue**Wed**Thu**Fri**Sat***InStep Article:**

Success Stories

1**2****3****4****5**

Chicago

6**7****8****9****10**

Plan Grand Opening

11**12****13****14****15****16****17**

Send Grand Opening invitation

18**19****20****21****22****23****24**

Prepare October InStep Article re. Grand Opening

25**26****27****28****29****30**
Outcomes:

- **All staff have been visited by Career Zone staff**
- **Staff are aware of Career Zone location in the new building and invited to Grand Opening**

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October

Objectives:

- Celebrate Grand Opening in new building and conduct Open House
- Celebrate successes

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
? Grand Opening Date?	1 InStep Article: Grand Opening in New Building	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 Prepare November InStep article re. success stories	30	31			

Outcomes:

- All SFA staff are aware of the new location and positive outcomes from the Career Zone

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